



Join us the second Thursday of every month for a series of "brown bag" seminars, sponsored by the National Renewable Energy Laboratory and the U.S. Department of Energy (DOE). Each seminar is held at NREL's Washington office with a videoconference link to Golden, Colorado. Topics focus on new and innovative renewable energy and energy analysis strategies, models, and technologies.



Ten Things You Should Know About Green Power Markets

An analytical seminar presented by DOE and NREL's Strategic Energy Analysis Center (SEAC)

Blair Swezey, Principal Policy Advisor -
National Renewable Energy Laboratory (NREL)

Thursday, May 11, 2006

Noon – 1 p.m. (in Washington, D.C. - bring your lunch)

10 – 11 a.m. (videoconference in Golden, Colo.)

Voluntary consumer decisions to purchase electricity supplied by renewable energy sources represent a powerful market support mechanism for renewable energy development. Beginning in the early 1990s, a small number of U.S. utilities began offering "green pricing" options to their customers. Since then, green power products have become more prevalent, offered by individual utilities, independent marketers operating in competitive retail electricity markets, and in the form of renewable energy certificates (or RECs) that are being marketed nationally. This seminar, presented by Blair Swezey of the National Renewable Energy Laboratory, will present a status report on the U.S. green power market, covering suppliers, products and pricing, sales, and customers. It will focus on key market and policy developments, including falling prices and stable-price products, the impact of green power sales on renewable energy development, and important issues facing the green power industry going forward.

Blair Swezey is a principal policy advisor at the National Renewable Energy Laboratory (NREL) in Golden, Colorado. He advises utilities, renewable energy marketers, and state and federal policy makers on the formulation of renewable energy programs and policies, and has presented testimony in numerous regulatory and legislative proceedings. Swezey currently leads NREL's green power market analysis activities and, in 2005, received the national "Green Power Pioneer" award for continuous achievement, vision, and dedication to the green power industry. Before joining NREL, Swezey spent eight years on the executive staff of the Electric Power Research Institute in Palo Alto, California. He holds a B.S. degree in political economy of natural resources from the University of California at Berkeley and completed graduate studies in economics at San Jose State University.



Blair Swezey

Golden, Colo., information

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Please contact Lynne Fenn at lynne_fenn@nrel.gov or
303-384-7439

Washington, D.C., information

901 D Street SW (also the Aerospace Building, 370 L'Enfant
Promenade), adjacent to the Forrestal Building

Please contact Wanda Addison, of Midwest Research Institute
(MRI), at wanda_addison@nrel.gov or 202-646-5278

If you are interested in participating in the seminar via conference call,
please contact Wanda Addison, of MRI, at wanda_addison@nrel.gov or 202-646-5278 for instructions.